

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

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TO: MRD File

FROM: Jeanne Bonhomme/Alejandro Lopez

SUBJECT: Merit Ultima Ad/Pack Presentation

DATE: August 11, 1992

The Merit Ultima Ad Pack Study was conducted in first quarter 1992 to assess consumer appeal of Ultima among non-menthol flavor low and ultra low tar smokers. 2,177 respondents were given a pack of Merit Ultima to smoke. Half viewed the Merit Ultima advertising with a 50¢ off a pack/ \$5.00 off a carton offer and the other half of respondents were shown the campaign without the price incentive. The presentation summarizing this research is attached.

/mc
Attachment

cc: D. Beran

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